



# What Works well for Aveiro Handball Association



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# Successful Partnerships



ASSOCIAÇÃO DE  
ANDEBOL DE  
AVEIRO

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## AAA

Founded on July 23, 1987, the Aveiro Handball Association has been in existence for nearly 30 years where the priority is to promote the sport in young people and receive new athletes every year, making sure that they do not see Handball as just a sport but also as a space of values where they can grow as human beings.

At this moment, AAA has more than 20 clubs registered and one of the main objectives is to increase this capital, sustaining the growth of the sport in the district.

For this, it is important to create partnerships with companies, in order to reach various targets, creating more benefits and visibility for both parties



# 1. Sporting Handball in Aveiro

## Why?

- Regional dimension events;
- Consumers manifest favourable attitudes towards sponsors who are associated with sport;
- Events organized on a weekly basis;
- Possibility to develop promotional actions and campaigns in loco, adapted to the target.

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**“Work in the Present to build the Future.” -  
Gonçalo Carvalho**



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## 2. Type of Support

### INSTITUTIONAL SUPPORT

The Institution sees its image strengthened and increases its visibility and notoriety

### SPONSORSHIP

Possibility of promotional actions increasing their communication



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### 3. Handball as a Product



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## 3.1 Sponsoring Values



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## 3.2 WEBSITE AND TECHNOLOGIES OF INFORMATION

In an increasingly technological world, it is important to know how to advertise a company on the Internet.

AAA's facebook and website are effective means of communication and are used daily by athletes, coaches, managers, referees and others interested in the sport. For this reason, it is important that Companies are present in these media, increasing interaction with the public and increasing their notoriety, in line with their sport of choice.

Another positive aspect is the fact that every day new people access AAA's pages and, with companies having publicity actions on them, they can increase the number of existing customers.

WEB

[www.facebook.com/andebolaveiro](http://www.facebook.com/andebolaveiro)

[www.associacaoandebolaveiro.pt](http://www.associacaoandebolaveiro.pt)



## 3.3 Benefits

- Sponsor association to promote regional values;
- Sports culture and generational education – athletes are a national reference for young people;
- Use of the AAA image for promotional actions;
- Regional/National dimension events;
- AAA works in the geographical area of 3 Districts (Aveiro, Coimbra & Fig. da Foz).

**All energies are directed towards increasing the number of practitioners in existing clubs and increasing the number of clubs. For this to happen, work is the key word to build and develop the foundations, as these are the foundation of any sport**



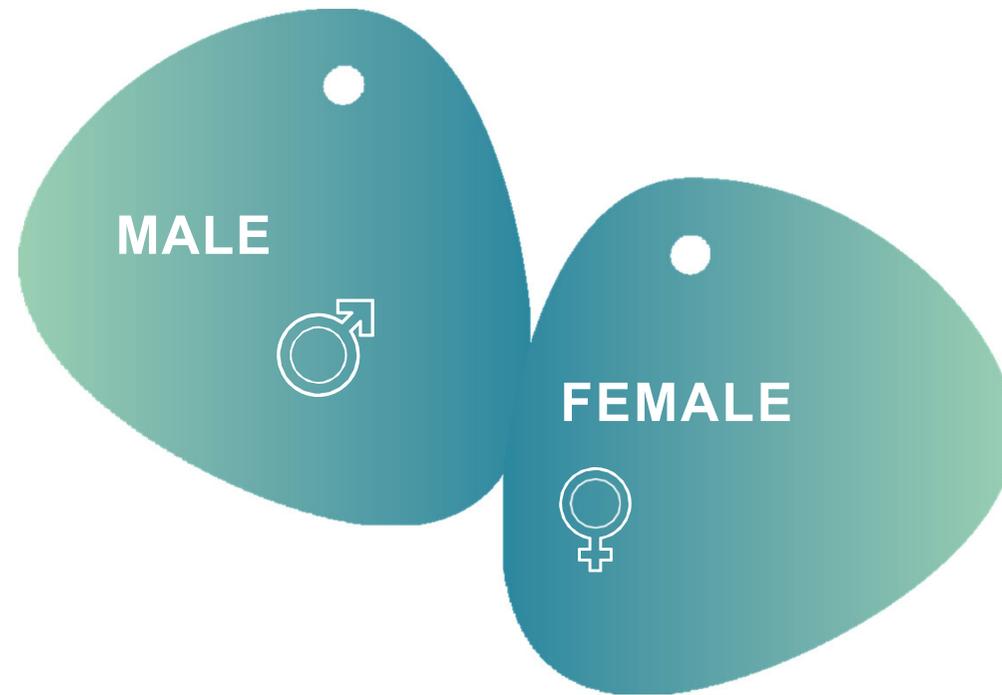
### 3.4 Number of Handball Agents (2018/19)

3.091	Athletes Registered (total)
1.554	Young Players
32	Training Courses
481	Graduates
20	Clubs (total)
146	Teams (total)
2561	Games (total)
3032	Facebook Followers

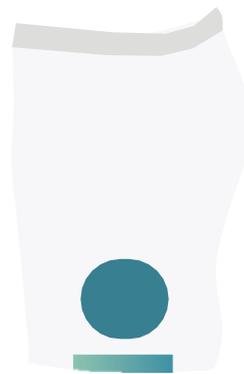


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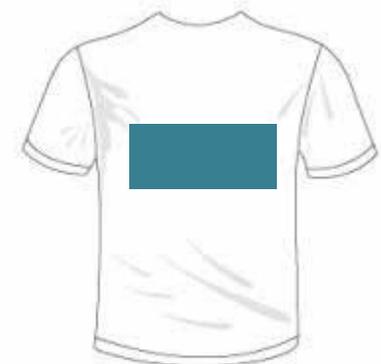
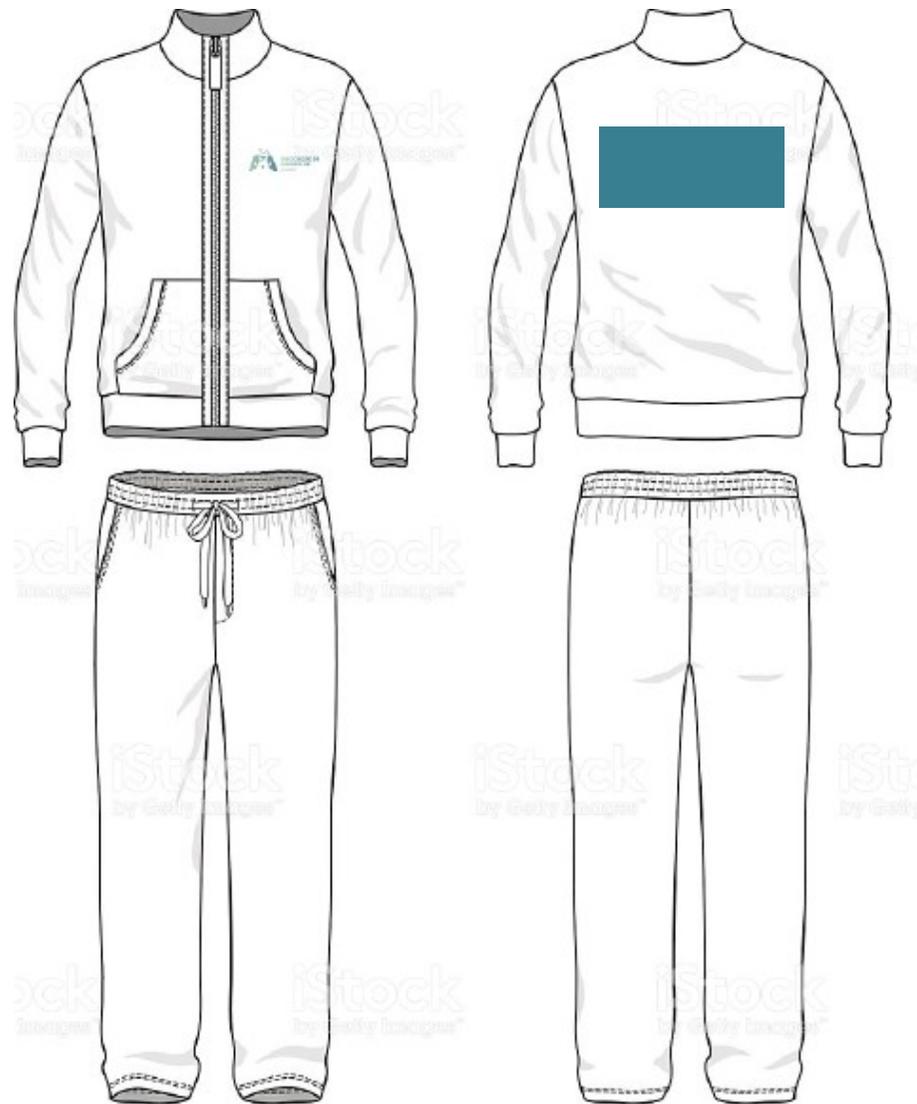
## 3.5 Regional Teams



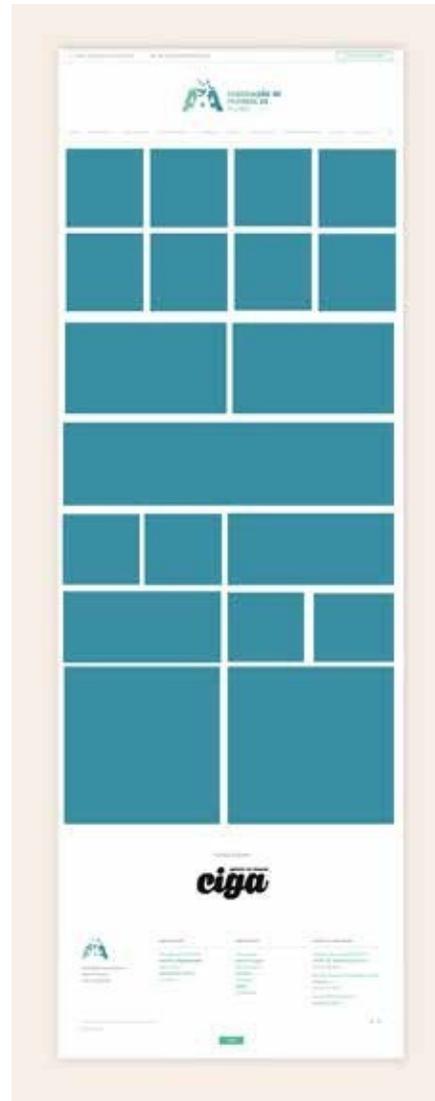
### 3.6 Type of Sponsorship



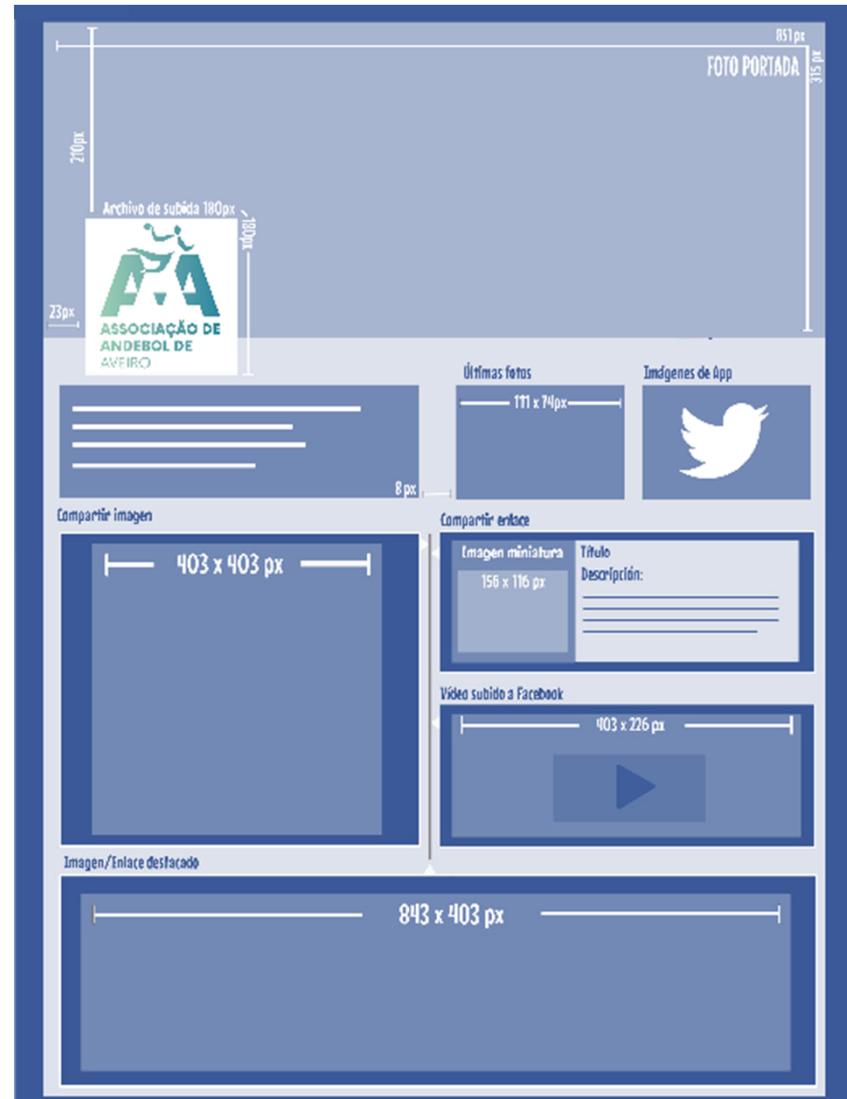
### 3.6 Type of Sponsorship



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## 4. SPONSORSHIP PROPOSAL

## IMAGE RIGHTS

- Brand logo on team equipment
- Brand logo on AAA website | [www.associacaoandebolaveiro.pt](http://www.associacaoandebolaveiro.pt)
- AAA institutional sponsor and insertion of the logo in institutional, promotional, educational material, etc.
- Use of AAA and players image for sponsor promotional actions
- Brand logo on training t-shirts for national teams
- Brand logo on all online platforms (AAA website and facebook)
- Monthly brand ad on AAA's facebook page

## RIGHTS AT VENUES

- Promotional actions at the venues
- 3x2m advertising screens in all games
- Animation in games (mascot) on AAA teams
- Conducting tournaments/championships/social gatherings at Christmas, Easter and summer holidays

## NAMING

- Possibility of the official sponsor to see your name directly associated (2 namings):

Ex: COMPANY XYZ > XYZ PO 05 | National U-18 championship

Company XYZ PO 12 | National U-16 championship



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# Successful Partnerships



ASSOCIAÇÃO DE  
ANDEBOL DE  
AVEIRO



## Sport AAA at Beach

### Why?

- More Regional/National/European visibility;
- Streaming online streaming at every Circuit;
- Possibility of developing promotional actions and campaigns in loco, adapted to the target.

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**“Aveiro wants to join the European Beach Handball route.” - Gonçalo Carvalho**



## Sport AAA at Beach

### Where?

- Ílhavo;
- Aveiro;
- Espinho;



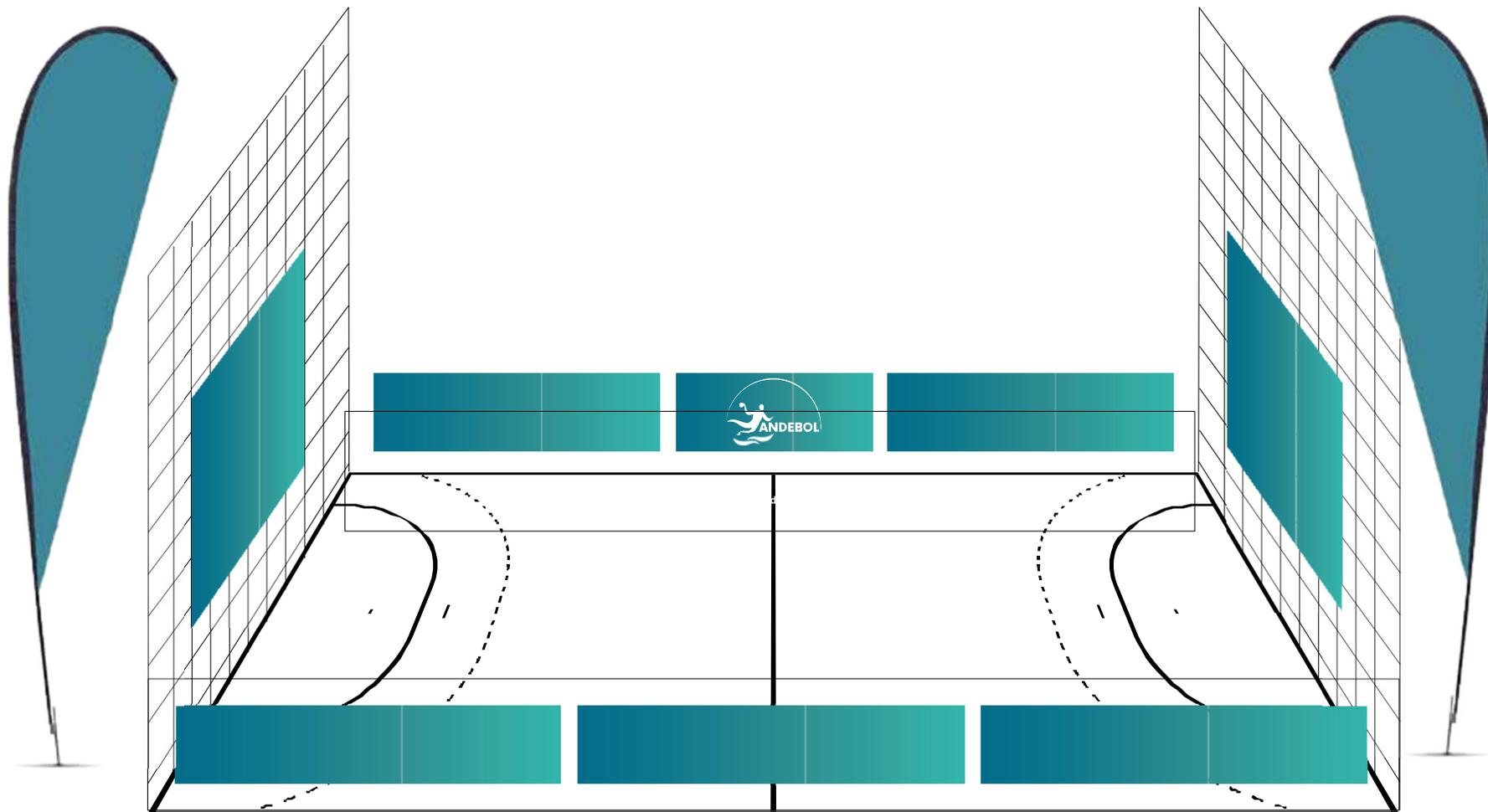
## Sport AAA at Beach

### Where?

- Esmoriz;
- Estarreja;
- Torreira;
- Vagos.



## Type of Sponsorship - Field



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## VALORES DE PATROCÍNIO

**Advertising on  
Flags**

**250€**

**Advertising  
behind goal  
nets**

**2000€**

**Advertising  
inside field**

**750€**

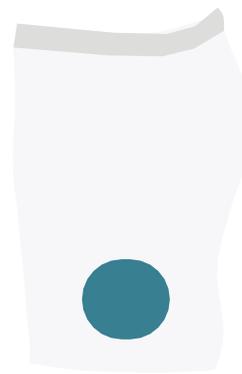
**Advertising  
outside the field**

**1500€**



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## Type of Sponsorship - Referee





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